



ARC Spotlight

VOLUME 2010, ISSUE 3

3RD QTR 2010

ARC OFFICERS FOR 2010

- **Chair, Donna Tucker,** jobsaz@att.net
- **Vice-Chair, Marsha Sparks,** stat1@cox.net
- **Communications, Vacant**
- **Financial, Janet Maxwell,** jmaxw56684@aol.com

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ARC Officer Elections

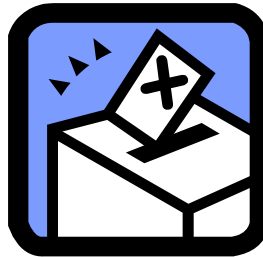
On October 9, 2010 the Arizona Regional Council (ARC) will hold annual elections at the Rock Bottom Brewery in Phoenix. ARC elections occur every October and the new board will serve a one-year term beginning January 1.

What are the guidelines and qualifications for Council Officers? As with all ABWA documents, these are available to each member on WIN. In the interest of communication and understanding, here are some of the highlights from national and our own standing rules:

The officers of this council shall be a chair, vice chair, communications officer, financial officer, and any other officers the council shall deem necessary to achieve

the goals of the council

- No officer shall serve more than two consecutive full terms in the same office
- No two officers shall be from



the same chapter/network

- ARC chairman must have served at least one term on the Executive Board.
- All ARC Executive Board members will be members in

good standing of an ARC chapter/network having paid current national and chapter/network dues

The individual qualifications are available in more detail on WIN. Search the library for the document "Council By-Laws."

Serving as an officer in the council is an opportunity to participate in ABWA at a higher level while improving your individual skill set.

Pat Fehlhaber is chair of the nominating committee and will be contacting qualified candidates in the next few weeks.

Being an officer requires a tremendous amount of work and commitment, but the rewards you reap are priceless.

ABWA Day Proclamation

The first American Business Women's Day (ABW Day) was celebrated in 1982. It is a national day for Americans to recognize the achievements of not only ABWA members but also the millions of employed women in the U.S. In 1983 and 1986, joint congressional resolutions were passed designating a national observance of September 22 as American Business Women's Day.

Following each resolution, President Ronald Reagan issued a presidential proclamation for the national observance to be September 22 – The anniversary of ABWA's founding. This holiday was recognized in 1983 and 1986 by Congressional resolution and a proclamation issued by President Ronald Reagan. It commemorates the important legacy and contributions of the more than 68 million American working women and 7.7 million women business owners.





2010 Chair,
Donna Tucker

Step up
and
run for
office!

Chairman's Chat

Just as I'd hoped, I got some response from my last Chairman's Chat letter — some not so positive—and I understand that. But I thought it was time for all of you to look inward and decide what's important.

Let's keep ABWA alive in Arizona. Come on. Can you take just a bit of your time to work with us to recreate the good 'ol days.

Remember when we were renowned as the best women's organization in town? Our chapters were large in numbers and members derived value not only from the meetings but from the entire ABWA experience. We all had looked forward each year to attending the district and national conferences.

I thought you were behind me when I ran for this office last October. I think most of you still are, yet I don't hear from you.

Let's talk about some of our council goals.

- Develop new promotional / publicity ideas that can spread the word about ABWA.
- Improve communications among and within chapters, sharing success stories in terms of recruitment, fund raising and programming.
- Work more closely with the national officers to address and resolve issues at national level.

I have ideas; you have ideas. Together, we can make a difference. Together, we can rebuild our chapters / networks once again.

To get back on track, we need to reestablish our brand in Arizona. We need to embrace the technology that national headquarters has offered us. We must all pitch in — work as a team. Let's regain our status as the premier businesswomen's league in Arizona.

Sincerely, *Donna Tucker*

Nominating Committee Report

In response to my request to each chapter for those members interested in running for ARC offices (only 3 chapters responded), I only have 2 people who have expressed an interest for office--Donna Tucker as chair and Marsha Sparks as vice chair. Both Donna and Marsha have done an awesome job this past year and I am glad to see they are running again. However, I am not sure why there is almost no interest from the other participating members.

There are only 4 positions--chair, vice chair, communications officer, and financial officer. This is for the benefit of all Arizona chapters. Why not take the experience from serving on your local ABWA board and expand it to your regional chapter? A new perspective and fresh eyes do make a difference! Voting is at the Oct. 9 meeting so there is still time to apply!

Email me at plfehlhaber@uniquelyjewelry.com if you have a change of heart. Help to increase membership for all the chapters!

Pat Fehlhaber, Nominating Committee Chair

Chapter Leaders Playground

<http://www.chapterleadersplayground.org/>

Turn Your Chapter into a Recruiting Machine

Thursday, Sept. 9th, 1:00 – 1:30 PM ET

- Are you tired of measly growth for your chapter?
- Do you struggle to find someone willing to serve as membership chair?

Do you dream of having to deal with a bevy of new members this year?

Your recruitment "Miracle Grow" may be as simple as a shift in perspective.

Recruiting new members is NOT a one-person job. It takes a village to raise a child – and a chapter to recruit new members.

Join **Cynthia D'Amour**, MBA, author of [The Lazy Leader's Guide to Outstanding Results](#) to explore how to make membership everyone's job and turn your chapter into a recruiting machine. You'll learn simple strategies you can start to implement right away.

If you want to grow your chapter this year, this is the program for you.

Members - Sign in to register, tickets are complimentary

Non-Members - Tickets are \$25.00 (You may want to join before you register. Membership is free – and you will get a weekly Playground Update e-mailed to you telling you what's coming up.)

Get Members Excited About Your Chapter

Monday, Sept. 27th, 1:00 – 1:30 PM ET

- Are you tired of being the only one excited about your chapter?
- Want to get more members involved?

When members are excited about your chapter, they are more likely to say "yes" to getting involved.

As a leader, you need to know how to create an irresistible vision of where your chapter is going – and why the work of the chapter matters.

Join **Cynthia D'Amour**, MBA, author of [The Lazy Leader's Guide to Outstanding Results](#) to explore the dynamics behind a compelling vision and simple steps you take to create one.

If you want to turn up the sizzle in your chapter and create a surplus of volunteers, this is the program for you.

Members - Sign in to register, tickets are complimentary

Other Programs:

Use Social Media to Increase Your Chapter's Outreach

Wednesday, Sept. 15, 1:00 – 1:30 PM ET

Attract Future Leaders by Setting Them Up for Success

Wednesday, Oct. 13th, 1:00 – 1:30 PM ET

Create Meetings that WOW!

Thursday, Oct. 7th, 1:00 – 1:30 PM ET

Accelerate Your Chapter's Growth with 10% Volunteers

Tuesday, October 26, 2010
1:00 - 1:30 PM ET

Suggest Cynthia visit Phoenix on her tour:

http://www.chapterleadersplayground.org/surveys/?id=LLRS_City_Suggestions

Great Learning Opps for Chapter Leaders

Viscount Suite Hotel

The Viscount Suite Hotel is the only locally owned & operated, All Suite, True Atrium Hotel located in the Golden Corridor of Tucson, Arizona and 15 minutes from Tucson International Airport.

Their 4 story atrium is surrounded by a luxurious garden setting. Whether you will be visiting for business or pleasure, they offer the most amenities in their two-room suites and throughout the property.



4855 E Broadway, Tucson, AZ 85711
(800) 527-9666

Round Up in Tucson

Have you heard the news? El Sol chapter in Tucson is hosting **Round Up** this year! Time is getting short and we still need to hear from everyone who wants to join us for three days of fun, education, networking, entertainment, SHOPPING, prizes and so much more. Round Up is always a fabulous pajama party for ABWA members and this year will be no exception. Round Up is September 24-26, 2010 at the Viscount Suites Hotel in Tucson, Arizona. Those of you who have been here before know what a fabulous venue this is.

Our theme is "**Race to WIN**" and employees a **race car motif**. Now, don't be confused and think that the only thing we are going to learn more about is ABWA's WIN site 'cause that's not the case. We are incorporating the WIN logo and using "WIN" as a catchy phrase, but it is all about the cars, baby! Our seminars will cover a variety of topics; there is something for everyone.

On Friday evening you will receive your '**pit pass**' and rub elbows with the other drivers on pit row with a mixer, taco bar and a few rounds of Bunco. On Saturday the 'competition' begins with seminars and workshops as well as shopping with the vendors who will be on hand. Vendors will be setup throughout the hotel lobby and atrium, as well as in the ballrooms. Saturday lunch and dinner will have keynote speakers. Did I mention shopping? Saturday evening will be entertainment. Sunday morning is the big finish with the business meeting and decision of which chapter/network will host Round Up next year. **BIG HINT:** Chapters/Networks, be ready to step forward and volunteer at this time!

El Sol has worked very hard to make Round Up a hugely successful event, **yet we still haven't heard from** all of your chapters/networks! The deadline for registration is September 15th. The cost is only \$100.00 (that's right, \$100.00 for **THREE** days!) and rooms are \$80.00 and \$95.00. Your meals are included in your registration fee. The rooms can sleep 4! Why aren't my phone lines ringing yet?



Over the next two weeks, I want our mailboxes to be stuffed with registration forms from women who know a good deal when they see it and will say "Yes! I cannot afford to miss out on this opportunity!" Arizona Regional Council Delegates, it is your responsibility to distribute forms to your chapters/networks and encourage participation. Historically, we have had participation from California, New Mexico, Colorado and other states within District VI so I encourage you to use your networking skills and help spread the word.

Start your engines, ladies and race to Tucson for the kind of fun and function that only ABWA can offer. See you at the finish line!!!!

Be
there!
Sept.
24-26,
2010



Yuma has completed Level I of Best Practices

Networking Tip

“Always leave on a high note. Know when to exit a conversation and excuse yourself from the conversation before it begins to die down.”

Contributed by Pat Fehlhaber

Territorial Charter Chapter

The fiscal year is over; our “Best Practices” packet was mailed out and we once again completed Level I of Best Practices. This was made possible by a team effort beginning with good leadership and members that voted at the beginning of the year to attain Level I. With a goal and determination we succeeded.

The Territorial Charter Chapter finished the fiscal year with a fantastic program on “Social Media and Its Many Uses.” Our speaker Dr. Kella Price provided information on the advantages of various media’s, along with positioning on the Internet.

Also at our July meeting, we awarded a \$2,000

scholarship. Our chapter submitted to SBMEF \$5,000 for scholarships, and although we had many applicants, we were only able to award one.

With the new fiscal year, our August 24th meeting brings a program on “What is ABWA? And how to use WIN.” Our meetings are held at the Ramada Inn 300 S. 32nd St. 6 to 8 p.m.

Note:

Dr. Kella Price was an excellent speaker. I would recommend her to speak at your chapter on “Social Media.” She provided a pdf file that you could print out and bring to the meeting, as well as using her laptop to visit the various sites.

Business Link

<http://www.localfirstaz.com/about/index.php>

This is a website that is all about using your local companies to do business with.

Contributed by Christine Siler

Sharing Speakers—give these a try



Speaker:
Kristi Staab
"Dealing with
Change"

Through spirit, belief and action learn how to be happier, feel more fulfilled and live your life with more meaning every day. www.krististaab.com/

Kristi Staab is a personal and business success coach who is passionate about inspiring her clients to create their ideal lives and supporting them through their journey as they achieve their desired outcomes.

Have you tried the Arizona Chapter of the National Speakers Association?

The candidate list is a good opportunity to find good speakers. As you may know, the NSA candidates need the presentation opportunities to attain full NSA membership. <http://nsa-arizona.org/fas/candidate-list/>

Speaker: Kimber Lanning
"Local First Arizona (LFA)"

LFA is a non-profit organization working to strengthen communities and local economies through supporting, maintaining, and celebrating locally owned businesses throughout the state of Arizona.

They educate citizens, stakeholders, business leaders, and legislators about the significant environmental, economic, and cultural benefits of strong local economies. We build vibrant communities that make residents proud to call home.

Kimber Lanning is the founder and has been the Director of the organization since its inception. The Board of Directors consists of dedicated business owners and community activists, who all work closely with the Executive Director

www.localfirstaz.com/

HKNS—final report

Just wanted to thank everyone again for participating in our Hunger Knows No Season campaign which concluded the end of July. Although we did not collect as much food as we would have liked, we did collect most of the money that we had set as our goal. Tucson's El Sol chapter really excelled in this. Congratulations.

Even though our campaign is over, the need is not. The food banks all need our help every day. We will probably never stop seeing hungry families, especially children. I know a lot of you contribute through your churches, various organizations, or as individuals, and that is great. In these tough economic times, it is not always easy. Maybe your chapter/network would like to take up a collection at your meetings of either food or money and keep on contributing. Remember \$1 provides 7 meals.

Thanks again, and think of some way we can do even better next year.

Janet Maxwell

HKNS Chair

Cash collected: \$1,056.00
Jars of Peanut Butter: 31
Gum: 1

Cans of Tuna: 94
Cookies: 500
Jelly: 2

You, too, can share your favorite speakers with the ARC member chapters and networks. Don't wait.

When you hear a great speaker, send it along to abwa-phoenix@att.net



Sharing Articles of Interest to ABWA Members

Customer Service in the Social Media Age

By [Brett Relander](#)

With the evolution of the internet many things have changed in business. Not only do businesses now have the ability to speak to tens of thousands of potential customers via Twitter, Facebook, LinkedIn, YouTube, etc, but now customers have the ability to speak to you. The only potential downside to this is that now everyone is a critic with a voice that's potentially heard by millions. With sites like Ripoff Report, Google Places, Yelp, and many other rating sites it's impossible to hide your missteps. That's exactly why a proper customer service plan, crisis management plan and, probably more importantly, an honest and friendly company culture come into play.

With tools like Twitter you can now become a fly on the wall and actively listen to everything being said about your company. This gives proactive businesses the ability to address customer service issues or concerns directly and most importantly swiftly. In an era of "Our service technician will be there next Tuesday between 12 and 5" most people simply want their issues resolved quickly and directly - they want to know that they matter to you.

Your take away should simply be to engage your audience, customers, and potential customers (wherever they might be) - listen to what they have to say - and actively communicate with them to resolve their issues in a timely manner. Doing this effectively can not only reduce your customer service operational costs but also improve or protect your reputation and help you grow your business.

Yours in service, Brett Relander

Tactical Marketing Labs
<http://TacticalMarketingLabs.com>

Article Source: http://EzineArticles.com/?expert=Brett_Relander

5 Tips to Becoming a Better Listener

By [Dane Thompson](#)

When building rapport with someone, listening is one of the most crucial tools a communicator can apply. Whether in business or in personal life, if you show you are listening, speakers will feel more comfortable and closer to you. Here are five tips that will let them know you are paying attention to what they have to say.

1. Eye Contact

Eye contact lets the speaker know your focus is on them, no matter what else is going on around. It makes them feel as if they are the most important person in the room.

2. Show You Are Listening

Effective body language, such as a nod, a smile, or a "uh huh," shows your brain is actively engaged in with what the speaker is saying.

3. Give Feedback

By summarizing comments or discussing your beliefs on the matter, the speaker will see you are internalizing this information and reflecting on it.

4. Do Not Interrupt

Allow the speaker to finish. You will not earn respect if you regard them with disrespect.

5. Offer Constructive Criticism

If you disagree with the speaker, there is still no reason to hurt their self-esteem. Offer your opinions by first noting something you liked about what they said, but then offering suggestions on how to improve it.

Building rapport in the workplace or elsewhere can be difficult if you are not consciously paying attention to what you are doing. But, if you follow these five steps, there is no reason you cannot quickly become the most liked person in the room.

Dane Thompson suggests visiting Communication Studies for more information on the field of communication.

Article Source: <http://EzineArticles.com/?>

The Turquoise Camel Chapter of the



Presents



a Grand

Tea Party



When: October 23, 2010 Time: 1:00pm till 4:30pm

Where: Aldersgate United Methodist Church

3530 N. 32nd St, Phoenix, AZ 85018



Refreshments, door prizes, 50/50, silent auction, poetry readings and entertainment.



Photographs of you/your friends/family dressed in their tea party best for \$3.00 each.

Please bring your own tea cup and saucer and wear that hat; prizes given for the oldest hat and teacup, the most creative hat, the most outlandish hat.

Invitations \$15.00 per person in advance because no invitations will be sold at the door.

For information contact:

Barbara Zafiris @623-825-0083,

Lynda Tallant @602-319-2667, or

Lori Grobe@602-249-9697



TEMPE CHARTER CHAPTER ABWA's
2010 BUNCO
BASH



FRIDAY, OCTOBER 15, 2010
6:00 – 9:00 PM
MESA WOMEN'S CLUB
2ND STREET & McDONALD

NEVER PLAYED BUNCO? WE'LL SHOW YOU HOW

Reserve your tickets NOW
Call Pat Dearing at 480-671-7207
or Donna Gillespie at 480-792-0564
Make checks payable to Tempe Charter Chapter ABWA

\$10.00 ADMISSION
Includes "Dump Chili" served with cornbread & desserts
Soft drinks – 50 cents extra
Bunco Games, Door Prizes, Raffles
Fun, Fellowship and Fundraising



HELP US RAISE \$\$ FOR EDUCATION
THE TEMPE CHARTER CHAPTER of the AMERICAN BUSINESS WOMEN'S ASSOCIATION
provides educational opportunities and scholarships for members and local students

Letter in Support of Patti Vargas for District VI Vice President of ABWA

July 30, 2010

Dear Members of ABWA:

Pattie Vargas, member of Soaring Eagles of Escondido, CA is a candidate for **2010-2011 District VI Vice President of ABWA**. It is our pleasure to share with you some of Pattie's endeavors and accomplishments with ABWA.

Pattie has been a member of ABWA for eight years and in that short time has served as Chapter President, Chapter Vice President, Chairman on many Chapter Committees as well as Chapter Woman of the Year in 2006-07. On the District and National level, she was one of the Top Ten in 2007, serves on the Impact Council Board as well as being the 2008 Co-chairman for Women on the Go Conference held annually in Orange County, CA. She is a National Ambassador and has been the featured speaker for many chapters and networks and was a speaker at the 2009 National Women's Conference.



Pattie owns her own business and is a Principal Consultant with The Vargas Group. She is a speaker, consultant and facilitator on issues relating to Human Performance Improvement and Organizational Development, working primarily with technology organizations. She also volunteers with many organizations such as Mary's House Transitional Living in Escondido, CA., Jenna Druck Foundation, Project Management Institute and the San Diego Chapter of American Society for Training and Development.

Pattie is a very efficient and competent person and able to handle many different projects. She is looking forward to helping as many Chapters as possible with the goal of significantly increasing WIN usage as well as maintaining regular communication across District VI. She hopes to challenge our members to pursue life-long learning in a variety of methods.

As long time members of American Business Women's Association, we support and encourage you to support, **Pattie Vargas for District VI Vice President**.

See you in Chattanooga, TN in October.

Sincerely,

Marjorie Davis
1965-66 National President

Sharon L. Smith
1967-68 District VI Vice Pres.

JoAnn Osby
2007-2008 District VI Vice Pres.



2010 Arizona round up
September 24 – 26



El Sol Chapter Speedway
(Viscount Suites 4835 East Broadway)
TUCSON, AZ

LADIES, START YOUR ENGINES Register and Race to WIN

Friday, September 24

Qualifying = Registration 5:00 p.m. - 7:00 p.m.
Pit Stop = Mixer with snacks, games (networking opportunity)
Raffle ticket sales

Saturday, September 25

Vendor set-up and Last Minute Registration 8:30 a.m. – 9:00 a.m.
Raffle ticket sales
Seminars
Pit Stop = Lunch as a group
Seminars continue
Pit Stop = Dinner as a group, with speaker/entertainment

Sunday, September 26

Pit Stop = Breakfast as a group
Program, with Candidate speakers and round table discussions
Raffle drawing

<input type="checkbox"/>	\$50 Vendor Table
<input type="checkbox"/>	\$100 Full Registration – Includes all above
<input type="checkbox"/>	This is my first Arizona Round Up
<input type="checkbox"/>	Special Needs: Physically challenged
<input type="checkbox"/>	Dietary Needs
<input type="checkbox"/>	Other
NAME _____	
ADDRESS _____	
City _____ State _____ Zip _____	
PHONE Business _____ Home _____ Cell _____	
E-MAIL _____	
BUSINESS NAME _____	
GUEST NAME _____	



Rooms at the Viscount Suites are available until September 10 For reservations call: (520) 745-6500

\$85 (two queens) or **\$105** Deluxe (recently remodeled) More than four to a room? Request a room with a hide-a-bed

Please mail form with your check payable to ABWA El Sol Chapter Roundup to: **DIANE WALTERS**
6980 W. Calla Drive – Tucson, AZ 85743
Phone: (520) 579-9813 (H) (520) 469-8341 (B) (520) 370-4555 (C)
E-mail: dianewalters1@comcast.net



Deadline: Postmarked no later than September 15, 2010
Cancellation deadline: September 20, 2010



Arizona Regional Council

Editors:

Marsha Sparks and Donna Tucker

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www.abwa-arizona.org



ARC Mission Statement

The mission of this council shall be to bring together chapters to network, to share ideas and insights, to promote communications and education, to support each other's fund raisers and activities, to create stronger bonds and to participate in community activities together to gain recognition and publicity, keeping with the mission of American Business Women's Association.

Women's Leadership Conference



October 28-30, 2010
CHATTANOOGA, TENNESSEE

**You Know Our Mission,
Come Hear Our Vision**

Most are familiar with ABWA's mission statement, but what about ABWA's vision for the future? They are not one in the same. While the mission defines our core values as an organization, it is our vision of where we are headed that determines what actions are necessary on our part to drive ABWA's future successes.

Join us at our National Conference in Chattanooga and hear Executive Director René Street and National President Casey Coven share their collective thoughts on ABWA's vision and what their hopes are for ABWA's near and distant future. Through their message to the membership, the Association's migration to unprecedented collaboration within the

ABWA family will become obvious. It's this collaboration that will allow ABWA's star to shine brighter than ever.

Featured Presentations include:

The Watercoolers will provide the soundtrack for this year's Best Practices Ceremony on Thursday, Oct. 28th;

Robin Crow, RCA recording artist and successful entrepreneur, will present "Evolve or Die: Seven Steps to Rethink the Way You Do Business" on Friday, Oct. 29th;

Wayne Lee delivers a message of empowerment that stays with participants long after the laughter fades. Don't miss Wayne's presentation, "Live the Laughter" on Saturday, Oct. 30th;

And, you won't want to miss Saturday's estrogen-charged performance by The Four Bitchin' Babes.

This year's National Women's Leadership Conference features nationally acclaimed authors, presenters, and business experts presenting on topics that are timely, integral, and invaluable to women who want to succeed in any environment. You'll learn more about:

Strategic Marketing Development and Planning

Championing Diversity

Leading with Integrity

Design Thinking in Leadership

Career GPS

If you are in business-as an employee, employer, business owner, service provider, consultant, or looking for the next thing-this conference is designed to challenge you!

Register at abwa.org

